



Ohio Society of
Radiologic Technologists



OSRT WEB MEDIA KIT

*Accessing medical imaging professionals
across the State of Ohio*

OSRT Executive Office • 507 Sycamore Court • Marion • Ohio 43302 • USA
Phone 866.405.6778 • Fax 888.317.9472 • Email osrt@osrt.org • www.osrt.org

Banner Advertising on www.osrt.org

The OSRT Web site offers an arsenal of information, education, and guidance to members and visitors at www.osrt.org:

- ◆ Keep up to date on present legislation and press releases that affects their careers
- ◆ Stay informed about upcoming CE events
- ◆ Apply for grants, scholarships, and awards
- ◆ Network with fellow medical imaging professionals
- ◆ View employment opportunities within the State of Ohio



Total annual hits ► 3,363,960
 Hits per month ► 280,330
 Total annual visitors ► 183,780
 Visits per month ► 15,315

Your company having access to OSRT members and Web site visitors is a great opportunity to introduce your business to a focused market. By placing a banner ad you can connect to thousands of potential customers.

Learn more about OSRT advertising opportunities and how you can reach the audience you want. Contact the OSRT Executive Office via phone 866.405.6778 or e-mail to osrt@osrt.org.

Dimensions	1 month	3 months	6 months	9 months	12 months
468 x 60 pixels	\$100	\$250	\$375	\$500	\$600
150 x 300 pixels	\$100	\$250	\$375	\$500	\$600

- ◆ See specifications & terms for digital requirements and conditions.
Sources: 2011 OSRT Webalizer Version 2.2

OSRT Web & Digital Specifications

Banner Ad Specifications

- Online ads must be submitted electronically via e-mail to osrt@osrt.org.
 - Max banner ad file size: 50k
 - File format: png, jpg, gif, or animated gif and can include a link to the specific Web page you would like interested individuals to be directed when they click on your company's image.
 - Special multimedia banner requests will be evaluated individually by the OSRT.
 - Art must be received 5 business days prior to contractual posting date.
 - Ads are sold first-come, first-served basis, with present advertisers offered the first right of refusal.
 - Renewals must be made a minimum of 30 days before contract expiration. If renewal is not made by this deadline, the space is made available to the first signed insertion order.
- Animated GIF ads are allowed. Animation is restricted to a maximum of 30 seconds (at a 15-20 FPS frame rate). Endless loops are not allowed. Ads can loop a maximum of three times.
 - Ads must not resemble OSRT editorial content (exact or close replication). Ads must not include references to the OSRT unless part of a previously arranged co-promotion.

To learn more about OSRT Web site and digital specifications, please call the OSRT Executive Office at 866.405.6778 or e-mail to osrt@osrt.org.

Ad Format/Creative Types

- No misleading creative tactics. This includes ads fabricating computer warning dialog boxes that lead the viewer to believe their computer, our server or the system is experiencing technical difficulties or that they need to click on the box (ad) to remove the message from their screen.

OSRT Advertising Terms & Conditions

Ad Regulations

- Advertising in all publications is combined to determine frequency rates.
- All advertising is subject to publisher approval.
- All advertising is prepaid. All monies are due net 30 days.
- Advertising will not be accepted from accounts 90 days past due. Future ads from clients who have allowed their accounts to lapse past 90 days must be 100% prepaid.

Cancellations

Cancellations can be accepted, only if made before 5 p.m. Eastern Time the day before the deadline. Credit is given when it is the fault of OSRT and results in the reader not being able to contact the advertiser.

Copy Regulations

- OSRT reserves the right to refuse copy at its discretion.
- OSRT recommends that the word “technologist” be used within the body copy or ads instead of “tech” or “technician”.
- OSRT (Ohio Society of Radiologic Technologists) is a professional society of the State of Ohio, and the ASRT (American Society of Radiologic Technologists) is a national professional society. Body copy will be revised if necessary to correct any discrepancy.

Conditions

- Ad placement supplied for every advertisement must include the name of the publication, name of advertiser, date to be displayed, size of the advertisement, identification of the advertisement (proof of ad to be furnished, if possible), plus any special instructions for color, layout, bleed, etc.
- The publisher reserves the right to reject or discontinue any advertising. The right shall not be deemed to have been waived by acceptance or actual use of any advertising matter.
- A contract year, a 12 month time frame, starts from the time of the first ad placement. 12 month periods do not overlap (i.e., space counted in one contract period to determine the rate for that period cannot be counted again to determine the rate for a previous or future contractual periods).
- Cancellation of space order forfeits the right to position protection.
- The publisher’s liability for any error will not exceed the cost of the advertisement in question.
- The publisher accepts no liability if for any reason it becomes necessary to omit an advertisement.
- When body copy revisions covered by an uncanceled placement order is not received by closing date, copy run in the previous issue will be placed.
- Requests for specified positions at regular rates are given consideration. However, no assurance is made unless the priority position premium is provided within the client’s agreement.